

Sports Business Management: Decision Making Around the Globe

By George Foster, Norman O'Reilly, Antonio Davila

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Sports Business Management will equip students with a comprehensive understanding of the sport industry. With a focus on management, strategy, marketing, and finance, the decision-making approach of the book emphasizes key concepts while translating them into practice.

Foster, O'Reilly, and Dávila present a set of modular chapters supported with plenty of examples, mini-cases, and exercises to help students apply the decision-making approach to real-world situations. Covering an international array of sports and organizations – including the Olympic Games, FIFA World Cup, US Major League Baseball, and more – the book also covers unique topics such as diversity in sport, the impact of technology, and social media. Rounding this out, the book provides around 50 Harvard/Stanford cases, along with case notes for instructors.

This is an ideal textbook for upper-level undergraduate and graduate students of sports business and management, fully supported by a companion website featuring PowerPoint slides, test questions, teaching notes, and other tools for instructors.

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Editorial Review

Review

'This comprehensive book covers the fundamentals as well as going in-depth on key issues in sports management. It is full of examples and case studies directly relevant to all who study and work in sports. It should be required reading for all sport management students, as it contains chapters relevant to each course in a sports management curriculum.' - *Daniel A. Rascher, University of San Francisco, USA*

'This book offers a practical approach to learning with mini-cases, cases and evidence from experts in the field. Its applied approach and balance of US and international content make it appealing to a broad audience of undergraduate and graduate students in sports management and related fields. Access to 50 case studies, published in the Stanford/Harvard case study system, and an accompanying website are major strengths.' -*Marijke Taks, University of Windsor, Canada*

'This book illustrates that stakeholders and decision-making strategies are vital in every aspect of the sport business ecosystem. A mix of both short and long cases were well-chosen for each chapter and fully integrated with practical applications. I strongly recommend this book for anyone interested in sport business.' -*Jennifer Mak, Marshall University, USA*

'This in-depth and engaging text provides a sound understanding of the dynamic sport business environment. It chronicles how an exhaustive list of various sport-related organizations, including teams, leagues, clubs, federations, universities, media outlets, events, and facilities are structured, financed, and marketed in a rapidly changing world. The book's detailed cases makes it an excellent centerpiece to a general sport business class, an outstanding supplement to various sport management sub-disciplines, and a thorough reference for sport business practitioners.' -*Mark S. Nagel, University of South Carolina, USA*

About the Author

George Foster is the Konosuke Matsushita Professor of Management at Stanford University, USA. His research and teaching includes entrepreneurship, financial analysis, and sports business management. He holds two honorary doctorates. George Foster interacts extensively with executives of many key stakeholders in the sports business ecosystem.

Norm O'Reilly is the Richard P. and Joan S. Fox Professor of Management, and Chair of the Department of Sports Administration at Ohio University, USA. He teaches courses in sport management, sport finance, and sport marketing, and is a lifetime Research Fellow of the North American Society for Sport Management. Norm O'Reilly consults regularly across the industry.

Antonio Dávila is Professor of Entrepreneurship and Accounting and Control at IESE, University of Navarra, Spain, where he also teaches MBA and PhD courses on sports management. He has authored several books and journal articles on management and received recognition for his writing from the Strategic Management Society.

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